

Travel Montana - Department of Commerce

Special Events Grant Program (SEGP)

Frequently Asked Questions

Q. What is the purpose of the Special Events Grant Program (SEGP)?

A. The purpose of SEGP is to create and sustain economic development through the advertising and promotion of “hallmark events.” Generally, a hallmark event is a major recurring event of limited duration developed primarily to enhance awareness, appeal and profitability of a tourism destination in the short and long term.

Q. Who may apply for a SEGP funding?

A. An applicant must be a Montana non-profit entity, city, county, or tribal government. Applicant organizations must be officially recognized by the IRS as having a non-profit status. No “pass through” non-profit entity may be utilized to apply for SEGP funding and no state or federal agencies may apply.

Q. How can SEGP funding be used?

A. SEGP funding may be used for the professional design, production and printing of:

- Broadcast media advertising and promotion (television and radio)
- Print media advertising and promotion (newspaper, magazine, flyers, direct mail, posters, brochures)
- Electronic media advertising and promotion (Internet, video)
- Event website development and updates

Q. Is there a matching fund requirement?

A. Yes. The applicant must provide a hard cash match. However, matching funds will be based on a 3-tier approach according to town/city population. The matching funds formula favors economic growth in less advantaged areas of Montana.

Q. What types of events are eligible?

A. Event eligibility includes but is not limited to:

- Events that align to Montana Brand values
- Events that align to the *Montana Tourism & Recreation Strategic Plan 2008-2012* and link with its key target markets
- Events that will have an impact on fostering excellence, development of priority industry sectors for Montana, and will act as catalysts for increased participation at the grass roots level
- Events that will foster a wider long term legacy, including environmental, community and health benefits associated with the event